



wcpo.com  
kypost.com

WCPO

# ORDER

Print Date 10/13/12 Page 1 of 3

Flight Dates 10/16/12-10/22/12

<u>Contract / Revision</u>	<u>314601</u>	/	<u>Issue</u> . AC TV 10.16-10.22.12
<u>Original Date / Revision</u>	10/12/12	10/12/12	<u>Agency Com</u> 15%
			<u>Billing Contact</u>
<u>Advertiser</u>	<b>American Crossroads</b>		<b>66 Canal Center Plaza - Suite 555</b>
			<b>Alexandria, VA 22314-1576</b>
<u>Agency</u>	<b>Crossroads Media</b>		
<u>Buying Contact</u>		<u>Sales Office</u>	<b>EWSDC</b>
<b>66 Canal Center Plaza - Suite 555</b>		<u>Sales Region</u>	<b>NAT</b>
<b>Alexandria, VA 22314-1576</b>		<u>Agency Ref</u>	

Order Sep 00:20:00  
Estimate # **1209**  
Alt Order #  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A35+  
Rev Codes POL POL ISS  
Product Codes PL  
Priority P-1  
Advertiser Ref

### Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	57	\$31,938.75	\$37,575.00	0.00	10/01/12	10/22/12	57	\$31,938.75	\$37,575.00
Totals	57	\$31,938.75	\$37,575.00	0.00					

## Billing Plan



WCPO

wcpo.com  
kypost.comContract / Revision 314601 Flight Dates 10/16/12-10/22/12

Print Date: 10/13/12

Page 2 of 3

Original Date / Revision 10/12/12/ 10/12/12

Hiatus Dates

Order Sep 00:20:00

Advertiser **American Crossroads** Product Issue. AC TV 10.16-10.22.12 Estimate # **1209**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>			
														Spots	Amount		
M-F GMTS 6-7a																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12	- TWTF--			4	\$900.00			0.00							
Week:	10/22/12	10/28/12	M-----			1	\$900.00			0.00							
N 4	WCPO	10/16/12	10/22/12	M-F GMA 7-9am	CM	7-9a			MTWTF--	:30	4	\$900.00	P-1	0.00	NM	5	\$4,500.00
M-F GMA 7-9am																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12	- TWTF--			4	\$900.00			0.00							
Week:	10/22/12	10/28/12	M-----			1	\$900.00			0.00							
N 5	WCPO	10/16/12	10/22/12	SU 5-6am	CM	5-6a			-----S	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
SU 5-6am																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12	-----S			1	\$150.00			0.00							
Week:	10/22/12	10/28/12	-----			0	\$0.00			0.00							
N 6	WCPO	10/16/12	10/22/12	M-F 9-10a	CM	M-F 9-10a			MTWTF--	:30	4	\$500.00	P-2	0.00	NM	5	\$2,500.00
Live with Regis and Kelly																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12	- TWTF--			4	\$500.00			0.00							
Week:	10/22/12	10/28/12	M-----			1	\$500.00			0.00							
N 7	WCPO	10/16/12	10/22/12	M-F 11a-12p	CM	11a-12p			MTWTF--	:30	4	\$600.00	P-2	0.00	NM	5	\$3,000.00
M-F 11a-12p																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12	- TWTF--			4	\$600.00			0.00							
Week:	10/22/12	10/28/12	M-----			1	\$600.00			0.00							
N 8	WCPO	10/16/12	10/22/12	M-F 12-1p News	CM	12-1p			MTWTF--	:30	4	\$750.00	P-2	0.00	NM	5	\$3,750.00
M-F 12-1p News																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12	- TWTF--			4	\$750.00			0.00							
Week:	10/22/12	10/28/12	M-----			1	\$750.00			0.00							
N 9	WCPO	10/16/12	10/22/12	M-F 3-4p	CM	3-4p			MTWTF--	:30	4	\$650.00	P-2	0.00	NM	5	\$3,250.00
3-4pm Katie																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12	- TWTF--			4	\$650.00			0.00							
Week:	10/22/12	10/28/12	M-----			1	\$650.00			0.00							
N 10	WCPO	10/16/12	10/22/12	M-F 4-5p Ellen	CM	358-5p			MTWTF--	:30	4	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
M-F 4-5p Ellen																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12	- TWTF--			4	\$1,500.00			0.00							
Week:	10/22/12	10/28/12	M-----			1	\$1,500.00			0.00							
N 11	WCPO	10/16/12	10/22/12	M-F 7-730p	CM	M-F 7-730pm			MTWTF--	:30	1	\$900.00	P-1	0.00	NM	5	\$4,500.00
7-730p The List																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12	- TWTF--			4	\$900.00			0.00							
Week:	10/22/12	10/28/12	M-----			1	\$900.00			0.00							
N 12	WCPO	10/16/12	10/22/12	M-F 1202-107a Jimmy	CM	1202-107a			MTWTF--	:30	4	\$300.00	P-2	0.00	NM	5	\$1,500.00
KIM M-F 1202-107a Jimmy Ki																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12	- TWTF--			4	\$300.00			0.00							
Week:	10/22/12	10/28/12	M-----			1	\$300.00			0.00							
N 13	WCPO	10/16/12	10/22/12	SU 1135p-1235a	CM	SU 1135p-1235a			-----S	:30	1	\$425.00	P-2	0.00	NM	1	\$425.00
SU 1135p-1235a																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12	-----S			1	\$425.00			0.00							



WCPO

wcpo.com  
kypost.com

Print Date: 10/13/12

Page 3 of 3

Contract / Revision 314601 Flight Dates 10/16/12-10/22/12Hiatus DatesOriginal Date / Revision 10/12/12/ 10/12/12Order Sep 00:20:00Advertiser American Crossroads Product Issue AC TV 10.16-10.22.12 Estimate # 1209

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N13	WCPO	10/16/12	10/22/12	SU 1135p-1235a SU 1135p-1235a	CM	SU 1135p-1235a	-----S	:30	1	\$425.00	P-2	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----		0				\$0.00		0.00			
														<u>Totals</u>	57 \$37,575.00